

informer

Visit the Library Tuesday

One of the first things that you will notice if you've just got back is that the Media Centre has been rearranged. In honour of this event, they are inviting faculty and staff members to take a break during Registration week and join them for coffee and a bite to eat. The date is August 26 (Tuesday) and the time will be 3 to 4 pm.

Drop by and see the changes and talk to the staff in the Media Centre and the Achievement Resource Centre.

Potholes to be fixed

With the approval in July of \$135,000 for minor repairs and renovations to Capilano we can look forward finally to the demise

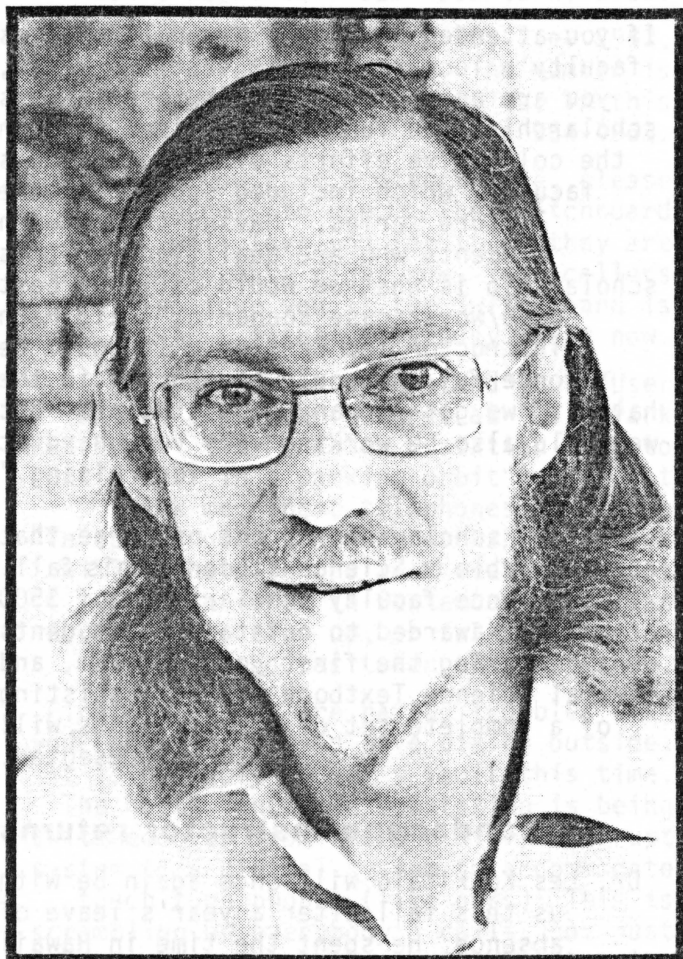
of the potholes in the courtyard between A and B buildings. That is among the projects that will be tackled soon, including repairs of roads and stairs, new carpet in the corridors of B building, a new roof for C-5 portable and general upgrading to the landscaping. Incidentally, the difficulty with repairing that lunar landscape courtyard lies in the fact that it is also the roof of the print shop.

New in the SS

This year's Student Society Executive is:

Theresa Newlove - President
 Irwin Oostindie - Vice President Internal
 Paul Edwards - Vice President External
 Imtiaz Popat - Communications Coordinator
 Michael Ho - Treasurer
 Chris Kaulback - Ombudsperson
 Janice Pasqualotto and Don Holmsten -
 Academic Representatives
 Renata Mares and Ted Lee - Career Reps

There are also two staff members working for the Society: Richard Bell and Mahmud Tejani.



You never know what you're going to run into when you dig around in the Archives... For those of you who weren't here circa 1972, meet Dr. William Schermbrucker. My, don't times change....

New scholarships announced

Under a new scholarship program announced by the Natural Sciences Division, students enrolling in a Science program this fall may be eligible to have their tuition fees waived in full. The new scholarship, called the Science Tuition Scholarship, will be available to students who have graduated

CONTINUED ...

Scholarships cont.

from a secondary school in the college's region this year with a 3.5 GPA in the Sciences, and who are registering for a full science program here. The value of the award is one semester's tuition fees, and it is available to ALL students who meet the eligibility criteria.

If you attended one of the Natural Sciences faculty's lectures in the last two years, you are one of the contributors to this scholarship—the funds were raised through the collective efforts of the division's faculty, which included sponsoring the lecture series. "Having three dozen students who are qualified for this scholarship is what we would call our best case/worst case scenario," said Math instructor Ted Bentley. "It would be wonderful—we would be dancing in the halls if we got so many good students—but we would also be working very very hard at fundraising."

This new scholarship is one of three that are available to Science students this fall. Two Science faculty scholarships of \$500 will be awarded to outstanding students entering the first year program, and several Science Textbook Awards, consisting of a complete set of science texts, will also be presented.

Landscape instructor returns

Dr. Les Koskitalo will once again be with us this fall after a year's leave of absence. He spent the time in Hawaii working as a consultant for International Synergistics Corporation who specialize in environmental growth and greenhouses. He has been overseeing a new greenhouse operation which will be used for the production of vegetable crops which do not grow well in Hawaii, i.e. tomatoes. Koskitalo teaches in the Landscape Horticulture program.

Coming up...

The Sechelt Open House took place on Tuesday, August 19 and the Squamish Open House on Thursday, August 21. A detailed report of the two events will be upcoming in the next Informer.

Doing the CEU shuffle

It has been something of a musical chairs summer as concerns staffing at the college and the Informer is hereby going to attempt to chronicle at least some of the changes that have taken place. We do not hold out hopes that this listing is anywhere near complete.

Deep breath. First, there are five new people on board. Joan Hollman and Donna Paproski are working as Clerk Is in the Registrar's office. In the Daycare Centre, Lee Anne Tough has been hired on a regular basis (replacing Carolyn Germyn) and Christine Dube is working while Danielle Ord is on Parental Leave. And in the Typing Pool Leanne Warren has been hired as Word Processing Operator until the end of the year.

Now for the musical chairs. Rose Marie Reid was the successful candidate for the position of Learning Assistant I in Social Sciences (Lynne Johnson's old position).

Jan Bain (formerly Typing Pool) is substituting as the Divisional Assistant in ABE while Sheila Brown is on Parental Leave (a girl, named Sarah), and Dorothy Webb is substituting for Cheryl Helm while she is on Parental Leave (boy, Christopher Matthew). Meanwhile, Jessie McCready (Typing Pool) is substituting for Dorothy Webb as Learning Assistant I in Humanities while Dorothy is substituting for Cheryl.

Got that? OK, let's plough on. Carol Melnichek is in the Faculty Association office, replacing Georgina Coustalin who is in first year Law at UBC. Nicole Climo, who was in Office Admin. is now in ABE. Yvonne Dunlop is the CASP instructor and Native Student Support Worker, Eliza Kuttner is a new Computing Science instructor, and Sandra Carpenter is the new Lab Supervisor in ARC. Ruth D'Hollander is now working in ARC full time, Yvonne McColl (Counsellor) is now Women's Access Centre coordinator and Michelle Henderson is in the same place doing the same job and has no new baby this year. (Thanks, Michelle.)

Whew Now, what did I miss?

Music offers scholarships

Students enrolling in the Bachelor of Music Transfer Program this fall will, for the first time, have a chance to compete for two entrance scholarships. The two \$100 scholarships for full-time students will be adjudicated and given out in the first month of classes prior to the deadline for payment of full tuition fees.

"We are going to make an effort to spread the scholarships around between the instrumental and vocal students," said coordinator Joyce Simpson. "For instance, pianists often have an advantage because they usually start playing at a younger age, but we would also like to encourage orchestral players who typically have begun playing their instrument in high school. We would like to broaden the variety of instruments that we have in the program."

Funding for the awards has been raised through the faculty and guest recital series at Cap over the past two years. The Music department also offers scholarships to students returning for the second year at Cap.

Business seminars upcoming

Quick now, what does NSEDC stand for? If you immediately said North Shore Enterprise Development Centre, you are either Bryan Brooking or you are up-to-date on college news. The NSEDC operates through a grant to Cap College out of an office on 15th St. in North Vancouver and offers assistance to people who are planning to start their own businesses. This fall they are offering a series of workshops on topics of interest to aspiring entrepreneurs, i.e. Researching Market Information; by-laws, permits and licenses required to open up a business on the North Shore; taxation; financing; arranging a commercial lease; insurance; and Franchising. These seminars, with one exception, will run on Wednesday nights at 7 pm and more information is available through the NSEDC at 984-2004. Yes, and Bryan Brooking is the Centre's coordinator. Give him a call or drop in to #301-145 W. 15th St. during business hours.

Phone Phacts

You may have noticed a new infernal gadget on your desk. This is your new phone and here are some of the things you should know about it:

- These are not BC Tel phones, hence there is no point complaining to BC Tel if they don't work. Call Ian Robertson, 2963.
- If your local starts with 29, i.e. 2963, it is a direct dial line. The number is 984-49 plus the last two digits; in this case 984-4963.

- If you have a direct line, please encourage people to use it. The Switchboard will love you for it as they are frantically busy right now. Your callers will also love you as the Switchboard is frantically busy right now.

- If you do not understand your "User Guide" and such features as "Call Park Retrieval" (it "enables a station user to put a call in a parking orbit"), do not ask me. These telephones come with "Telephone user training workshops" which will be held in the last week in August and the first in September. Call Ian Robertson to sign up, or talk to someone who has taken this workshop.

- Finally, if you are having troubles with your phone after you have dialed outside, it is probably BC Tel's fault this time. The North Vancouver substation is being switched over from the old dial interrupt system to a digital system to accommodate touch tone phones (like ours). This is scrambling up everybody's calls, not just Cap College's.

There is no truth to the rumour that Extension Programs is planning a fall course on Carrier Pigeon Breeding.

Cafeteria hours

During Registration (week of August 25) the South Cafeteria will be open from 8 am to 7:30 pm to fuel all those students standing in line and the faculty members twiddling their thumbs (or tearing out their hair) in the Lounge. The North Cafe reopens September 2 with the start of classes and the South Cafe goes back to its regular hours (8 am to 3:30 and 5:30 to 9:00pm).

Course for capable writers

How many of you staff and faculty members have a manuscript for a short story or a novel tucked away in a drawer somewhere? A lot more than are willing to admit to it, we'll bet. And if you are an aspiring author, you will definitely be interested in Communications 280-Marketing Commercial Fiction, a new course being taught by Crawford Kilian this fall.

"This is not a creative writing course," says Kilian. "It's intended for people who are already pretty capable writers, but who need help in technical areas—everything from manuscript format and storyboarding a plot to researching markets and reading a contract. The emphasis is on commercial writing, something for which a market exists, for example mystery, romance or science fiction."

Communications 280 should enable students to research potential markets in Canada and elsewhere, and to understand the legal and economic aspects of commercial fiction.

By the end of the course students will have produced three short stories in a commercial genre or a sizable portion of a novel. The course will be offered on Monday afternoons and registration is only with the permission of the instructor. For more information call Crawford at local 2585.

Open courses offered

You don't have to be a real photography whiz to take Jim Bizzocchi's Basic Film-making class this fall. "People come in with no knowledge of the subject," said Bizzocchi, "and by the end of the semester they have made their own film. They learn a great deal in a very short time."

Media 074 is a basic introduction to motion picture production, including camera operation, lighting, directing, editing, and sound, and it is one of three open Media courses being offered this fall. Also starting in September are Media 065, Media Studies, and Media 082, Computer Graphics.

Book NOW

Lynne Hamilton says: "Book your passage NOW for the 2nd Annual 'United Way Cruise'! The Captain of the 'Magnum Force' has once again invited Capilano College aboard the luxurious restyled yacht for an evening with dinner, refreshments and 'Fireworks' on Friday, September 26. This will happen from 8 to 12 pm (boarding at 7:30) and the price is \$25 per passenger. The yacht holds 80 only and tickets are on a first come first serve basis. The deadline for paid up passages is September 19—call Lynne Hamilton in the Achievement Resource Centre for more information (local 2945).

Another case of irregularity

With the retirement of Bill Little, Information Services is temporarily (please!) a one person department; hence Donna is finding it difficult to stick to a regular Informer schedule. Nonetheless, (Insert usual plea for everyone to send their news and information to this office.)

For the benefit of all you deprived people who did not spend the summer here at the college, the Informer will recap some of the news items of importance that occurred while you were working on your tans. This special issue will come out some time next week—stay tuned.

COLOPHON

The Informer is published sporadically, but with high hopes of weekliness, by Information Services, A118 or local 323 and 324. Submissions are more than welcome. Photos are generally the work of Dave Sharrock and Edna Sakata in MPC, printing is done by Linda Givens and Dave Callow in the Print Shop, and the distribution is handled by the denizens of the Switchboard and Typing Pool. We reserve the right to deny absolutely everything unless it's tax deductible.

Art /S Big Business

By Ted Kingan

In 1979, the arts were a \$6 billion industry, bigger than steel, bigger than pulp and paper. Last year, the National Advisory Committee on Culture Statistics gave the arts an \$8 billion value to the Canadian economy, reporting that while in 1981 there were 273,000 people employed in cultural enterprises, more than 300,000 jobs exist in the cultural industry today.

The Committee also reported that there has been a 74% increase in jobs in the cultural industry over the past decade, compared to only a 39% increase in the general labour force.

In Ontario alone, the cultural industry has surpassed the steel industry both in dollars generated and in the number of people employed. It contributes \$3 billion annually to Ontario's economy and returns \$200 million in taxes to the provincial coffers while providing 50,000 full-time jobs. In 1983, Bruce McCaffey, Ontario's Ministry of Culture, stated: "We know that the economic benefits — in plain English, the jobs — at stake and created by every dollar of funding we give to the arts exceed the economic benefits of that same dollar given to just about any other industry."

"The best argument for the arts in hard times is not the artistic one but the economic one."

McCaffey went on to say: "The best argument for the arts in hard times is not the artistic one but the economic one. It's best because it can be proven. We can calculate how many jobs are created and how labour-intensive the arts are. We can gauge what these jobs mean to restaurants, hotels, souvenir sellers. We can determine the economic spin-offs: the millions of dollars paid to those who build facilities for the arts."

The economic spin-offs mentioned by McCaffey are an all-too-frequently ignored aspect of the arts industry, but beneath the visible tip of every arts event or facility there lies a vast pyramid of supply, support and service industries, which rely on the arts for their economic survival. The arts do not function within an economic vacuum and, in terms of jobs and dollars, the spin-offs are enormous.

Every item sold in an art supply store, for instance, generates revenue in the form of taxes and makes a profit for the retailer, wholesaler and immediate supplier, not to mention the innumerable companies which provide raw materials and a host of ancillary services. A beneficial economic chain-reaction is triggered each time a purchase is made, a fact which should be obvious but which is often forgotten.

Christopher Dafoe, in addition to perpetuating the popular myth that the arts have little or no economic value, was guilty of misrepresenting the extent of public participation in the arts, by stating that they "attract the undivided attention of only a modest percentage of the total population." One wonders how Dafoe came to this extraordinary conclusion for, in 1978, the Department of the Secretary of State for Canada published the results of a survey of how Canadians spend their leisure time.

A 1978 survey revealed that in 1977, 35% of Canada's citizens visited a museum; 33% attended an arts or crafts festival; 31% attended a popular or folk music concert; 27% attended the live theatre; 21% attended performances of classical music or the dance and that

23% visited an art gallery. There is evidence that this substantial level of participation in the arts has been steadily increasing since that time.

Between 1977 and 1985, according to Statistics Canada, the adult population in Canada will have grown at an average annual rate of 1.6%, whereas participation in fine art activities will have grown significantly faster: attendance at museums and art galleries at a rate of 2.6% and attendance at the live theatre at 2.1%, compared to sports activities which will increase at only 1.3% a year.

Attendance figures show that from 700 to 1,500 people visit the Vancouver Art Gallery each day, with up to 4,000 taking advantage of the free Tuesday policy. It would, incidentally, be a worthwhile exercise to calculate the total dollar spin-offs generated by the Vancouver Art Gallery in terms of jobs and profits in the private sector, from insurance companies and security services to freight companies and cleaning services, to mention but a few. The Gallery's large gift shop attracts many local visitors and tourists who spend their money on taxable items and generate additional spin-off dollars for publishers of books, magazines and a wide variety of attractive gift items. The Gallery's popular restaurant provides jobs and profits in the private sector in addition to tax revenues for the government. These benefits must, of course, be multiplied by the number of public galleries throughout Canada.

On January 27, 1985, S.D. Cameron addressed the Arts and Cultural Assembly in Halifax, Nova Scotia, and stated that the art galleries in Alberta contribute \$20 million a year to that province's economy.

Cameron reminded his audience that whenever the economic impact of the arts has been studied, the results have surprised even those who already suspected that it was considerable, quoting a 1983 study by the Port Authority of New York which discovered that arts activities in the New York Metropolitan area inject \$5.6 million annually into the local economy, maintaining 117,000 jobs and generating millions in taxes.

"In terms of employment, we (the arts industry) are about as large as agriculture"

"In terms of employment," said Cameron, "we (the art industry) are about as large as agriculture" and represent about 4% of the Gross National Product — and we received about 1.8% of federal expenditures. If this is free-loading, let's have more of it."

According to Cameron, the Stratford Festival in Ontario receives just under \$1.5 million in grants, much of it from the Canada Council, and its total budget in 1984 was nearly \$13 million, of which \$8 million came from box office sales. "But," says Cameron, "the amount injected into the local economy by the Festival was over thirty five million — twenty-three times the value of the grants it received. Stratford's economic activity generated nine million dollars in provincial and federal tax revenues. In other words, the Stratford Festival put back directly into the public purse six times as much money as it took out. If the government wants to stimulate the economy and increase its revenue, where is it going to get more bang for a buck than that?"

Referring to the Shaw Festival at

Niagara-on-the-Lake, Cameron stated that more than 85% of those attending were non-residents who spent a significant amount of time in the community. Almost half of them stayed at least one night in hotels, while 20% of them stayed for dinner in Niagara. Those who did not stay overnight spent an average of 7.1 hours in the area, which suggests that they spent less time at the theatre than they did shopping, eating or visiting other local attractions. "But," said Cameron, "the Festival brought them to Niagara. The benefits to local businesses in 1984 were estimated at \$10 million."

The pattern of economic stimulus described by Cameron is, of course, repeated in every community which offers cultural attractions to visitors. Unfortunately, it is denied to those communities without cultural attractions.

"If governments are going to measure the art industry by economic yardsticks," said Cameron, "fine: we can handle that, but we demand that the same rules govern all the players. The unyielding yardstick they apply to us must also be applied to Massey Ferguson, to the airports and Air Canada and Canadair, to Dome Petroleum and its lenders, to the nuclear industry. If economic viability is the test, the angel of death will sweep through a good many mahogany-panelled boardrooms. Is that what the government intends? If not, why is our industry being singled out for punishment?"

In September, 1984, Harry Chartrand, Research Director for the Canada Council, issued a paper containing a great deal of statistical and other information about the value of the arts industry to the economy. He stated that it is made up of 17,366 arts establishments with average revenues of \$445,871 and that salaries paid to artists, technicians, administrators and others averaged \$17,142 on an annual basis. "Using the Gross National Expenditure Multiplier of 21.1," said Chartrand, "the income multiplier effect of the Canadian arts industry was at least \$16.3 billion in 1981."

According to Chartrand, the Canadian arts industry generated at least \$250 million in direct economic activity in 1981, while arts audiences spent an additional \$133 million on restaurants, bars, hotels, taxis, souvenirs and other related expenditures, apart from admission fees. "Therefore," explained Chartrand, "in 1981 the total fine arts-related expenditure was \$383 million. Using the Gross National Expenditure Multiplier, the impact on the economy was at least \$804 million."

Statistics presented in a paper issued by the B.C. Coalition for the Arts show that the arts do mean jobs. Among the biggest 20 of manufacturing industries in Canada, the arts industry is the 11th largest in terms of earned revenue; the 6th largest in terms of salaries and wages and probably the largest and second fastest in terms of growing employment. Approximately 24,650 people are directly employed in the arts industry in British Columbia, with about 43,060 employed in arts-related occupations, representing 10% of all arts-related jobs in Canada.

Although statistics make dry reading, they are nevertheless worth including, since so many people they can be more meaningful and persuasive than the most eloquent of emotional appeals for a Canadian cultural identity, especially when it is necessary to demonstrate that the visual and performing arts can withstand the closest scrutiny when it

comes to their economic significance. For example, in Vancouver alone, it is estimated that those employed in the arts industry, injected up to \$25 million into the local economy. Total direct and indirect art-related expenditures in B.C. are in the region of \$800 million, since the arts are linked to almost all aspects of the economy.

In Vancouver those employed in the arts industry, injected up to \$25 million into the local economy.

According to the figures released by the B.C. Coalition for the Arts, the province of British Columbia spends a total of \$86.3 million on cultural activities and gives about \$7 million in grants annually. This represents a per capita cost of \$7.72 in current dollars — the lowest in Canada.

For each dollar of federal cultural expenditures, the private sector spends 79¢, the provincial governments 76¢, municipal governments 26¢ and, by comparison, \$2 are earned revenue — representing a total of \$4.69 for each federal dollar.

In 1984, the motion pictures services industry attracted \$60 million in foreign feature film and television productions, primarily from Los Angeles. About \$25 million was paid out locally for crew wages and technical services, including accommodation, catering, rentals, supplies, materials and other services. Since 1979, productions have resulted in a contribution of over \$272 million to the provincial economy. Approximately 2,600 people are employed in the television and film industries in B.C.

Approximately 2,600 people are employed in the television and film industries in B.C.

The often overlooked book publishing industry generated \$8.5 million in British Columbia in 1984 and is now the second largest in Canada.

B.C. performing arts companies held 3,984 performances, or 16% of all national events, and attracted a total audience of 1.2 million, or 14% of all spectators, in 1982. Total performing arts-related expenditures, including company costs and spectator spin-off dollars, were \$25.2 million and the overall beneficial impact of \$52.8 million on the national economy.

While it takes many years of dedicated hard work to build a healthy arts industry, it can be demolished almost overnight if those currently working in the industry are driven away, to sell their talent and experience elsewhere, and if opportunities cease to exist within the education system for new talent to be recognized and given appropriate training at all levels.

"We are all equally ignorant," said Will Rogers, "but about different things." This truism is worth remembering when it comes to any discussion about the arts and the economy. Those who fail to see the connection are most likely simply ignorant of the facts rather than antagonistic to the arts, which is why the author decided to present at least some of the facts in the hope that a few minds may be changed. There is still time to save the arts from irreparable damage and a wider appreciation of their crucial importance to the economy may turn out to be the deciding factor at this point in Canada's history when concern about our economic survival tend to dominate the thinking of those responsible for governing the provinces and the nation as a whole.

BC BUSINESS EXAMINER
APRIL 1986